

Parker, E.T.

April 8 1904

[I am seriously considering the question of
establishing a new weekly stamp newspaper
similar to Mekeel's Weekly Stamp News.]

E. T. PARKER,
BETHLEHEM, PA.

Dear Sir:

I am seriously considering the question of establishing a new weekly stamp newspaper, of a similar character, so far as news and literary features are concerned, to Mekeel's Weekly Stamp News. You are well aware of the present situation in the philatelic newspaper field; of the fact that one concern may be said, to all practical intents and purposes, to control that field. And I believe that few dealers will be inclined to disagree with me in thinking that another strong philatelic newspaper would furnish a competition that would in many ways be both helpful and wholesome. I do not overlook the fact that there are several other small weeklies in the field; but none of them, as we all know, cut any figure worth speaking of. And I believe the interests of the dealing fraternity strongly demand a new and able weekly conducted on thoroughly enterprising and aggressive lines.

I do not feel justified in going ahead with such a paper unless I can feel assured beforehand that it will receive cordial support and encouragement from the dealers. If I do go into the matter, I shall enter upon it in a thorough way, either purchasing or leasing a printing plant for the purpose, and I wish to feel sure of my ground before taking any steps which would involve so heavy a preliminary expenditure. May I ask as a personal favor, that you will write me your views on the advisability of launching such a paper; and inform me how much space you would be willing to contract for, to be used the first year, if the paper is established. I have figured the cost of production very carefully, and estimate that the rate would not be over \$1.00 per inch, with reasonable discounts for quantity contracts of 200 inches or over.

One of my main reasons for the projection of this matter is the fact that I believe that I possess, in my private mailing lists, the nucleus for a very large circulation among bona fide collectors. As you know, I have been advertising for names and addresses of active collectors for the purpose of sending them my price lists, for a great many years past; and I have a list of live names here that is simply gigantic and that I consider worth thousands of dollars, as a basis for such an undertaking as proposed. I have over 100,000 names and addresses card indexed, and every name on the list represents either a transaction or an inquiry within the last two years. The keeping of this card index is so systematically done that it utilizes the constant services of two clerks. Does it not appear to you that I am right in thinking that this list will furnish a grand ground-work for proper circulation building?

Kindly think these matters over and let me have your views at your earliest convenience. I need hardly say that there will be nothing of the "house organ" tinge about this periodical, if I establish it. I am well aware that any such procedure would kill the paper's chances of success; and you may rest assured that there would be no attempt to so use it in any way. I can promise that not a line of matter regarding my stamp business would ever appear in the reading columns and that my own advertising would be rigidly restricted to a small space.

Trusting that you will be good enough to let me have an early reply, I remain,

Yours very truly,



THE JUNIOR,
Bethlehem, Pennsylvania:

DEAR SIR:

The following letters have recently been received:

Brooklyn, February 25, 1904.

Kindly continue our ad. in your valuable publication until forbid.

DOERING & Co.

And again, under date of March 22, they wrote, "Continue ad. in your valuable little "comer" until forbid.

Baltimore, March 12, 1904.

Your paper is the best we have ever advertised in and we have advertised in a good many.

C. H. TINLEY & Co.

Acme Stamp Co., Cincinnati write: "THE JUNIOR is a very fine paper and what's more ads pay."

Leon V. Cass: "It's a fine paying ad. medium."

Ned G. Manley: "I have had very satisfactory results from my ads in THE JUNIOR."

Albert J. Porter: "Your magazine is a good catcher for young folks."

W. Smith: "Please put me on your list of satisfied advertisers, as I received many answers and they keep coming."

F. C. List writes that his ads sold all his goods.

Please send copy for your advertising in our May number upon receipt of this circular as the May number will be issued earlier than usual.

Advertising rates 10c a line: \$1.00 an inch. Classified ads. 5 cents a line.

Yours truly,

THE JUNIOR.

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BETHLEHEM, PA.

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S. H. & T. Chapman

1348 Pine

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